GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:2974
ANSWERED ON:16.12.2015
Sukanya Samridhi Scheme
Solanki Dr. Kirit Premjibhai

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the number of accounts opened under the Sukanya Samridhi Scheme, State-wise;

(b) the revenue generated under the scheme till date; and

(c) the steps taken by the Government to make the scheme, a success?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a) & (b) The total number of accounts opened under the Sukanya Samriddhi Account Scheme and total amount deposited in the Scheme, Postal Circle wise up to 30.11.2015 are furnished in Annexure.

(c) The following steps have been taken at all level to make the scheme, a success.
â€¢ Wide publicity through print and electronic media, newspapers, radio jingles and TV advertisement by National Savings Institute (NSI) and by the Department of Posts.
â€¢ Organizing Seminars/Melas/Road Shows.
â€¢ Approaching parents through Schools.
â€¢ Using social security payment interface to appeal family members/ grand parent etc.
â€¢ Identifying internal customers (employees) having eligible girl child in family and appealing to them.
â€¢ Linking up with PLI/RPLI/Philately events to spread awareness.
â€¢ Camp at hospital & nursing home to enroll girl child in the scheme immediately after birth.
â€¢ Organizing function at Panchayat, Aganbari Kendras, self help group and other women organizations.
â€¢ Fixing target for each Postal Circle in proportion to population of girl child in the state.